



# Adverstising – Does it affect our Purchasing Descisions?

**Grade Level:** 8-12      **Lesson Plan Timeframe:** 4 – 45 Min Lessons      **Program Topic:** Consumerism      **State:** PA  
**Prepared By:** S. Gregory      **Chapter/School:** Susquenita Middle School

<b>Overview &amp; Purpose</b> Students will learn to identify advertising techniques, evaluate advertisements from different media sources, and create an advertisement for the class store.	<b>FCCLA National Program(s)</b> Financial Fitness
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<b>Lesson Plan Goals &amp; Objectives</b> <i>(Specify skills/information that will be learned.)</i>	Essential Question – How does advertising affect the decision making of the consumer?
<b>Materials Needed</b>	<ul style="list-style-type: none"> <li>Projector; Computer</li> <li>30 minute Ad Count Worksheet and Evaluation</li> <li><i>Do You Know What You Want?</i> Worksheet</li> <li><i>Do You Know What You Want?</i> Power Point Presentation</li> <li>Advertising Guided Notes</li> <li><i>Cereal Box Puzzles</i> Worksheets</li> <li>Cereal Boxes; Magazines</li> <li><i>The Berenstain’s Bears Mad, Mad, Mad Toy Craze</i> by Stan and Jan Berenstain</li> <li>Classroom Store Advertisement Project Directions and Grading Rubric</li> </ul>
<b>Introduction of Subject</b> <i>(Give and/or demonstrate necessary information)</i>	Advertising impacts consumers daily and many advertisements are easy for consumers to identify. Can you think of any jiggles or advertisements that caught your attention? Why do you think you remember the advertisement? Advertisements seek to grab the consumer’s attention, persuading him to feel something for the product and to take action – which usually means purchasing the product!
<b>Verification</b> <i>(Steps to check for student understanding)</i>	<i>Do You Know What You Want?</i> Worksheet 30 Minute Ad Count Worksheet and Evaluation Classroom Store Advertisement Design Project

<b>Creating Advertisements</b>	<u>Guided Notes</u> Determining and researching the <b>target audience</b> ; How do advertisers “grab” the consumers’ attention?; How do companies differentiate their product from other brands?
<b>Advertising Techniques</b>	Incentives/Promotions; Slogans; Logos; Beauty Appeal; Testimonials/Celebrity Endorsements; Escapes; Lifestyle; Peer Approval/Bandwagon; Rebel; Unfinished Comparisons  Extended Activity – In groups, can you think of specific advertisements/companies that use any or all of the advertising techniques?
<b>Advertising Regulations</b>	<u>Guided Notes</u> The Federal Trade Commission (FTC) regulates marketing activities and protects consumers from false advertising  <ul style="list-style-type: none"> <li>Extended Learning – Read <i>The Berenstain’s Bears Mad, Mad, Mad Toy Craze</i>; Discuss with students that consumers need to be aware of different types of advertising and how products are marketed to different target audiences.</li> </ul>
<b>Cereal Box Puzzles</b>	In groups – students will analyze the cereal box cover to answer the questions on the <i>Cereal Box Puzzles Worksheet</i> . Students will share their “advertising findings” with the class.
<b>Creating an Advertisement</b>	Extended Activity – Students will use the resources provided, <i>Do You Know What You Want Worksheet</i> , to create an advertisement for the classroom store. Students can use all media available (Morning Announcements, School Newspaper, Scrolling Announcements, Cafeteria Bulletin Board, Posters)
<b>Summary/Evaluation</b> <i>(Assign Homework, or Reflect on the Outcomes)</i>	30 Minute Ad Count Worksheet and Evaluation  Classroom Store Advertisement Project
<b>Additional Notes</b>	Supply students will necessary materials to complete Classroom Store Advertisement (construction paper, glue, markers, computer, printer, etc)
<b>Source</b> <i>(If Applicable then required to cite any published or copyrighted materials used in this lesson plan)</i>	<b>Family Economics and Financial Education 1.2.3. The Impact of Advertising on Purchasing Decisions</b> <a href="http://www.fefe.arizona.edu/">www.fefe.arizona.edu/</a>

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